

THE **JOY**  
YOU **GIVE**



## SOLES4SOULS

Turning shoes and clothing into opportunity

### PARTNER WITH US THIS HOLIDAY SEASON!



#### ENGAGE IN CAUSE MARKETING

Cause marketing is a fancy way of saying, "Let customers know you're doing good in the world to entice their business." Statistics show consumers prefer supporting companies with altruistic goals.



#### DONATE INVENTORY

Donate footwear or apparel to alleviate excess inventory, promote sustainability, and restore hope and dignity to people living in poverty.



#### ENGAGE YOUR EMPLOYEES

Invite your employees and customers by starting a shoe drive, matching their donation dollars, or getting involved through one of our virtual volunteer opportunities.

### CUSTOMIZE YOUR CAMPAIGN

#### POINT OF SALE

Ask customers to support Soles4Souls at check-out and/or online, whether through a flat donation or a roundup.

#### CORPORATE MATCH

Encourage your employees to give back by providing a match for each dollar they donate.

#### EMPLOYEE GIVING

Invite your employees to collect shoes, host a fundraiser, or get involved through one of our virtual volunteer opportunities.

#### TRADE-IN EVENT

Encourage customers to bring in a used pair of shoes to receive a discount on their next purchase.

#### PERCENT OF PURCHASE

Designate a percentage of sales or donate \$20 to S4S each time a specific product is purchased.

#### DONATE IN-STORE CREDITS

Should your customer have a return, invite them to donate their store credit to S4S.

**Your customers are looking for companies with a soul!**

Questions? Email [corporate@soles4souls.org](mailto:corporate@soles4souls.org) | [soles4souls.org/brand-partnerships](https://soles4souls.org/brand-partnerships)